

To: Region 3 ExCom
Cc: Region 3 Committee
Sb: Member Engagement and Life Cycle Committee (MELCC) Report
Dt: 11 May 2014

2014 Committee goals include creation of 4 new affinity groups in Region 3 and having every Section elevate at least 5 Senior Members this year. Also, MELCC plans to develop an on-line member survey open to all members of Region 3 to identify member needs for engagement—let the members tell us what they want from us as an organization.

Possible recognition programs that may engage more members include something along the lines of Region 3 [Affinity Group] member of the year award for each of the affinity groups. One problem area is Women in Engineering, because this is a dues required affinity that does not automatically include female IEEE members. With that exception, all other affinity groups are based on an attribute regardless of whether or not there is a local formal group. The objective is looking for low budget methods to recognize members who are out doing good things in the organization and/or community.

Problems/issues: Engaging and growing young professionals in stagnant communities. Any Area or Section with one or more stagnant groups may need help shaking things up to bring new energy into the group. Candidate Groups and Technical Chapters are those having long standing leadership, as in the same chair for more than 5 years. It is one thing if there are calls for nominations and no one volunteers to help lead the organization. However, when there are members who have been the face of an organization for 10 years and do not invite more members to join the leadership team, they could be losing members who have a sense nothing will ever change inside the organization; that new ideas, events, activities, and ways of doing business are not welcome.

The lowest hanging fruit are any groups at risk of dissolution, due to not meeting minimum activities requirements for more than a year. The objective is to identify at risk groups, and determine if they really need to be dissolved (lack of group member interest) or if it is a case of volunteer burn out.

Any Area or Section chair with success overcoming stagnation issues is invited to share their success strategy to help other Areas and Sections continuing to struggle with the matter.

Respectfully submitted,

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